



**CUNY Graduate Center
Doctoral Students' Council Media Board
Minutes**

April 3, 2009

Present: Gregory Donovan (GD), Rob Faunce (RF), Allyson Foster (AF), Shawn Rice (SR), Denise Torres (DT)

Chair/Minutes: RF

Meeting commenced at 5:00pm.

- I. Approval of Agenda
AF motioned, GD seconded. Approved by unanimous consent
- II. Approval of Old Minutes
GD motioned, SR seconded. Approved by unanimous consent
- III. Advocate Report (J. Hoff)
J. Hoff submitted the following report in absentia:

Current Budget (See *Approved and Actual Budgets for 2008-09*)

As you can see from the approved Budget for 2008-09 and the actual Budget for 2008-09, the Advocate is currently **\$2,394** under budget. If costs for printing and freelance fees remain consistent, the Advocate should have an end of the year surplus of about **\$2,400**. This plus, the **\$1,200** in anticipated ad revenue for 2008-09 (see the Advertising Report below) should allow the GC Advocate to end the year under the total budget approved by the DSC in 2008.

As I explained in my last report, the biggest reason for this surplus is the significant amount of money that has been saved on Web Editing for the 2008-09 year. The Advocate is happy to hear about the proposal to create a dedicated fund for all DSC freelance web editing, which will hopefully provide us with the help as well as the flexibility we need to make and maintain a new Open CUNY website in the Fall of 2009. This website could replace our current website but the domain would ideally remain the same so that we do not lose any of our regular web visitors.

Current and Future Advertising Revenue

Advertising Revenue has been down for the 2008-09 year for obvious reasons. We lost nearly all of our advertisers in September. Nearly all of these advertisers cited the economic downturn as the reason for cutting their advertising budgets. Since then we have worked diligently to acquire new advertisers. The chart below explains our current

advertising revenue as well as our anticipated revenue from advertisers that have agreed to advertise in the April issue. We have worked diligently on increasing advertising the last four months (as you can see December-April show a marked increase in ad revenue), and considering the economy we are quite pleased with the amount of increased ad revenue we have managed to bring in. We anticipate that next year we will be able to bring in as much if not more than this year and are working on securing year long commitments from AK Press and other publishing companies and bookstores.

Advertising Report (Anticipated Ad Revenue 2008-09)

September, 2008	\$400 (Ikea)
October 2008	\$0
November	\$0
December	\$50 (AK Press)
February	\$150 (AAARI, AK Press)
March	\$250 (Center for Humanities, AK Press)
April (Anticipated)	\$350 (Center for Humanities, AK Press,
AAARI)	
<hr/>	
Total current and anticipated Ad Revenue	\$1,200

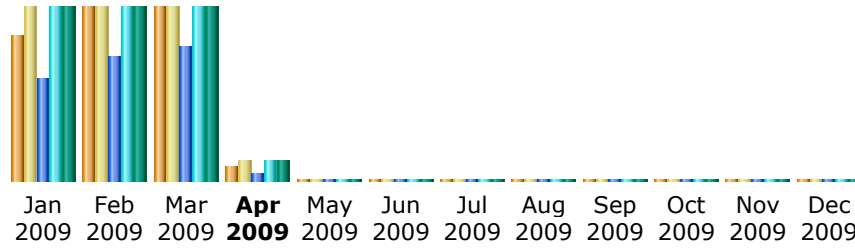
Web Report

As you will see the website continues to bring in more than 3,000 unique visitors each month with an average number of 2 views each visitor. 2008 exceeded our best expectations with a total of 48,900 unique visitors and almost 72,000 total visits. Note: these figures do not include search bots, which create hundreds of thousands of hits each month. We expect 2009 to be an equally successful year for our website, especially once we move to an Open CUNY website.

Summary					
Reported period	Month Mar 2009				
First visit	01 Mar 2009 - 00:07				
Last visit	31 Mar 2009 - 23:57				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	3511	6720 (1.91 visits/visitor)	17448 (2.59 Pages/Visit)	46427 (6.9 Hits/Visit)	855.09 MB (130.29 KB/Visit)
Traffic not viewed *			15305	16422	298.51 MB

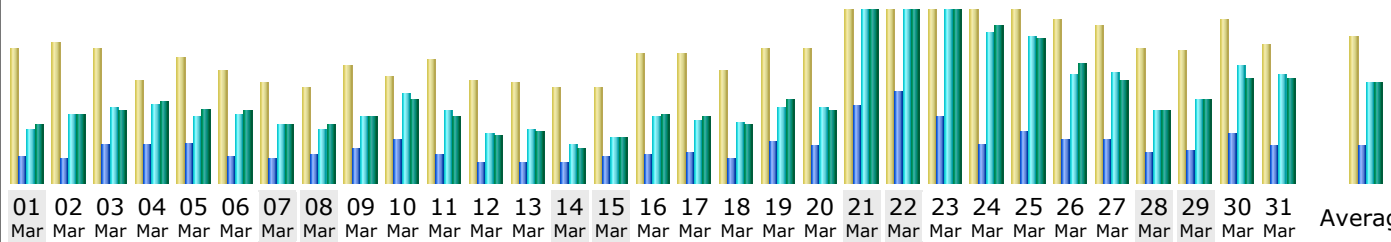
* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	2735	6438	13227	27070	514.76 MB
Feb 2009	3346	6802	15779	41830	746.68 MB
Mar 2009	3511	6720	17448	46427	855.09 MB
Apr 2009	246	385	1013	2659	46.58 MB
May 2009	0	0	0	0	0
Jun 2009	0	0	0	0	0
Jul 2009	0	0	0	0	0
Aug 2009	0	0	0	0	0
Sep 2009	0	0	0	0	0
Oct 2009	0	0	0	0	0
Nov 2009	0	0	0	0	0
Dec 2009	0	0	0	0	0
Total	9838	20345	47467	117986	2.11 GB

Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Mar 2009	200	407	835	15.76 MB
02 Mar 2009	208	358	1018	18.75 MB
03 Mar 2009	198	581	1110	19.81 MB
04 Mar 2009	154	567	1174	22.00 MB
05 Mar 2009	186	589	1009	20.00 MB
06 Mar 2009	167	409	1028	19.92 MB
07 Mar 2009	149	380	893	15.34 MB
08 Mar 2009	143	425	816	16.36 MB
09 Mar 2009	173	520	1013	18.21 MB
10 Mar 2009	159	654	1330	22.58 MB
11 Mar 2009	183	445	1077	18.20 MB

12 Mar 2009	153	295	745	12.78 MB
13 Mar 2009	151	302	801	13.77 MB
14 Mar 2009	144	273	576	9.28 MB
15 Mar 2009	143	391	681	12.46 MB
16 Mar 2009	190	443	1006	18.70 MB
17 Mar 2009	191	448	947	18.50 MB
18 Mar 2009	168	379	913	15.74 MB
19 Mar 2009	200	619	1105	22.75 MB
20 Mar 2009	196	548	1111	20.13 MB
21 Mar 2009	440	1162	4198	70.06 MB
22 Mar 2009	534	1389	5370	98.25 MB
23 Mar 2009	419	1004	4255	92.84 MB
24 Mar 2009	263	595	2249	42.96 MB
25 Mar 2009	293	746	2201	39.53 MB
26 Mar 2009	243	653	1632	32.29 MB
27 Mar 2009	232	654	1647	28.10 MB
28 Mar 2009	197	448	1097	19.74 MB
29 Mar 2009	195	505	1233	22.72 MB
30 Mar 2009	243	717	1736	28.85 MB
31 Mar 2009	205	542	1621	28.71 MB
Average	216.77	562.84	1497.65	27.58 MB
Total	6720	17448	46427	855.09 MB

As requested, below is the average duration for each visit. Although the largest number (as expected) is below 30 seconds, a full 20% of our hits appear to be actual readers, with nearly ten percent spending between 15 minutes and one hour online.

Visits duration		
Number of visits: 6720 - Average: 418 s	Number of visits	Percent
0s-30s	5210	77.5 %
30s-2mn	218	3.2 %
2mn-5mn	138	2 %
5mn-15mn	173	2.5 %
15mn-30mn	260	3.8 %
30mn-1h	403	5.9 %
1h+	318	4.7 %

- IV. 2009-10 Media Board Employee(s)
The Board went into Executive Session to discuss personnel issues.
The Board can not make a decision on 2009-10 Media Board employment.
- V. Adjournment

AF motions, DT seconds. Meeting adjourned at 5:50pm.